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BUSINESS PLAN

MULTI COLOR COMPANY

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1.0 INTRODUCTION

1.1 Executive Summary

In this modern era, work is the main focus for every society no matter it is just a part-time job or full-time job. One of the most important aspects of work is that it provides a person the income necessary to meet basic living needs. Work also gives people a sense of identify and a feeling of accomplishing activities that contribute to society.

Apart from work, studying is also the main focus for students nowadays. Studying is important because it is essential for a person to develop a complete education and provides students with the opportunity to develop study habits, time management skills and self-discipline.

Due to the busy schedule, it is a burden for the society to clean their houses because they are too tired and they still have so many things that need be done. Therefore, Multi Color Company produces a houses cleaning tool to help the society in cleaning their houses faster and may save their time.

Basically, our company produces a cleaning tools and the major product is the Super Dry Mop. This company is establish to help the society who is busy in their working and may help in their time management.

Due to this opportunity, we are interested in producing a product that may clean our client houses super effective and faster. We are focusing on cleaning tools which is a dry mop that can dry the floor instant without using any electrical charges. We take this opportunity to produce the product in order to help the society regarding in their management.

3.0 MARKETING PLAN

3.1 Introduction

A marketing plan is a comprehensive document or blueprint that outlines a company's advertising and marketing efforts for the coming year. It is also a product specific, market specific, or company-wide plan that describes activities involved in achieving specific marketing objectives within a set timeframe. A market plan begins with the identification of specific customers' needs and how the firm intends to fulfill them while generating an acceptable level of return. It generally includes analysis of the current market situation and detailed action programs, budget, sales forecast, strategies and projected financial statements.

The marketing plan shows the steps or actions that will be utilized in order to achieve the plan goals. For example, a marketing plan may include a strategy to increase the business's market share by fifteen percent. The marketing plan would then outline the objectives that need to be achieved in order to reach the 15% increase in the business market share. The marketing plan can be used to describe the method of applying a company's marketing resources to fulfill marketing objectives.